



WBNS-TV, Inc.  
DEPT L-1133  
COLUMBUS, OH 43260-1133

GMMB  
1010 Wisconsin Avenue  
Suite 800  
Washington, DC 20007

### Contract # 102239

Schedule Dates	08/27/12-08/30/12	Date Entered	08/24/12
Advertiser	Obama for America (6765)	Last Modified	08/24/12
Agency	GMMB (4408)	Entered By	Kathy Sparks
Product	Political/Candidate (1161)	CO-OP	No
Brand	political candidate (1775)	Headline #	ECR07900337
Salesperson	Philadelphia Office, Philly (1680)	Demo	
Sales Office	Eagle Television/Philadelphia Office	Order Type	Normal
Buyer Name	Kaufma, Meredith	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	95/101/1671	Commission	\$5,625.00
Account Types	National/Political	Net Total	\$31,875.00
Billing Type	Standard	Sales Tax	
Comments	Candidate Orders		

WBNS-TV (WBNS)		
By Broadcast Month	Spots	Rate
Sep. 2012	43	\$37,500.00
Grand Total:	43	\$37,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/27/12-08/30/12	3	:30	5A- 5:55A (EST)	1	X	X	X	X				1	\$600.00	\$600.00	WBNS-TV (WBNS)	10TV NWSHD 5A	8/24/12
2.0	Normal Line / SPOT	08/27/12-08/30/12	2	:30	5:57A- 7A (EST)	1	X	X	X	X				1	\$1,000.00	\$1,000.00	WBNS-TV (WBNS)	10TV NWSHD 6A	8/24/12
3.0	Normal Line / SPOT	08/27/12-08/30/12	3	:30	7A- 8A (EST)	1	X	X	X	X				1	\$850.00	\$850.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 7AM	8/24/12
4.0	Normal Line / SPOT	08/27/12-08/30/12	3	:30	8A- 8:55A (EST)	1	X	X	X	X				1	\$500.00	\$500.00	WBNS-TV (WBNS)	CBS THIS MORNING AT 8AM	8/24/12
5.0	Normal Line / SPOT	08/27/12-08/30/12	4	:30	4:25A- 4:58A (EST)	1	X	X	X	X				1	\$50.00	\$50.00	WBNS-TV (WBNS)	10TV NWSHD430A<	8/24/12
6.0	Normal Line / SPOT	08/27/12-08/30/12	3	:30	8:58A- 9:55A (EST)	4	X	X	X	X				4	\$400.00	\$1,600.00	WBNS-TV (WBNS)	LIVE WTH KELLY	8/24/12
7.0	Normal Line / SPOT	08/27/12-08/30/12	2	:30	10:58A- 11:57A (EST)	4	X	X	X	X				4	\$1,000.00	\$4,000.00	WBNS-TV (WBNS)	PRICE-RT 1-CBS/PRICE-RT 2-CBS	8/24/12
8.0	Normal Line / SPOT	08/27/12-08/30/12	3	:30	11:58A- 12:30P (EST)	3	X	X	X	X				3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	10TV NWSHD 12P	8/24/12
9.0	Normal Line / SPOT	08/27/12-08/30/12	3	:30	12:30P- 2P (EST)	3	X	X	X	X				3	\$800.00	\$2,400.00	WBNS-TV (WBNS)	SOAP ROTATION	8/24/12
10.0	Normal Line / SPOT	08/27/12-08/30/12	2	:30	2P- 3P (EST)	2	X	X	X	X				2	\$1,200.00	\$2,400.00	WBNS-TV (WBNS)	TALK-CBS	8/24/12
11.0	Normal Line / SPOT	08/27/12-08/30/12	4	:30	3P- 3:55P (EST)	3	X	X	X	X				3	\$400.00	\$1,200.00	WBNS-TV (WBNS)	DR. PHIL	8/24/12
12.0	Normal Line / SPOT	08/27/12-08/30/12	4	:30	3:58P- 5P (EST)	3	X	X	X	X				3	\$500.00	\$1,500.00	WBNS-TV (WBNS)	DR. OZ	8/24/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

"WBNS-TV, Inc., and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected."



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**Agency** GMMB (4408)  
**Product** Political/Candidate (1161)  
**Brand** political candidate (1775)  
**Salesperson** Philadelphia Office, Philly (1680)  
**Sales Office** Eagle Television/Philadelphia Office  
**Buyer Name** Kaufma,Meredith  
**Phone/Fax** /  
**CPE** 95/101/1671  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** Candidate Orders

**Date Entered** 08/24/12  
**Last Modified** 08/24/12  
**Entered By** Kathy Sparks  
**CO-OP** No  
**Headline #** ECR07900337  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,625.00  
**Net Total** \$31,875.00  
**Sales Tax**

### WBNS-TV (WBNS)

By Broadcast Month	Spots	Rate
Sep. 2012	43	\$37,500.00
<b>Grand Total:</b>	<b>43</b>	<b>\$37,500.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / SPOT	08/27/12-08/30/12	2	:30	5P- 6P (EST)	1	X	X	X	X				1	\$1,500.00	\$1,500.00	WBNS-TV (WBNS)	10TV NWSHD 5P	8/24/12
14.0	Normal Line / SPOT	08/27/12-08/30/12	3	:30	6:58P- 7:30P (EST)	3	X	X	X	X				3	\$1,400.00	\$4,200.00	WBNS-TV (WBNS)	JEOPARDY	8/24/12
15.0	Normal Line / SPOT	08/27/12-08/30/12	3	:30	7:30P- 7:57P (EST)	3	X	X	X	X				3	\$1,200.00	\$3,600.00	WBNS-TV (WBNS)	WHEEL-FORTNE<	8/24/12
16.0	Normal Line / SPOT	08/27/12-08/30/12	3	:30	11P- 11:35P (EST)	4	X	X	X	X				4	\$1,500.00	\$6,000.00	WBNS-TV (WBNS)	10TV NWSHD 11P<	8/24/12
17.0	Normal Line / SPOT	08/27/12-08/30/12	3	:30	11:35P- 12:37A (EST)	2	X	X	X	X				2	\$700.00	\$1,400.00	WBNS-TV (WBNS)	D LETTERMAN-CBS<	8/24/12
18.0	Normal Line / SPOT	08/27/12-08/30/12	2	:30	12:37A- 1:37A (EST)	2	X	X	X	X				2	\$400.00	\$800.00	WBNS-TV (WBNS)	LT-FERGUSN-CBS<	8/24/12
19.0	Normal Line / SPORTS	08/30/12-08/30/12	4	:30	7:30P- 10:30P (EST)	1			X					1	\$1,500.00	\$1,500.00	WBNS-TV (WBNS)	BROWNS PRESEASON ****	8/24/12

### CONFIRMATION CONTRACT

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Date:

Accepted-Station:

Date:

Comments:

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